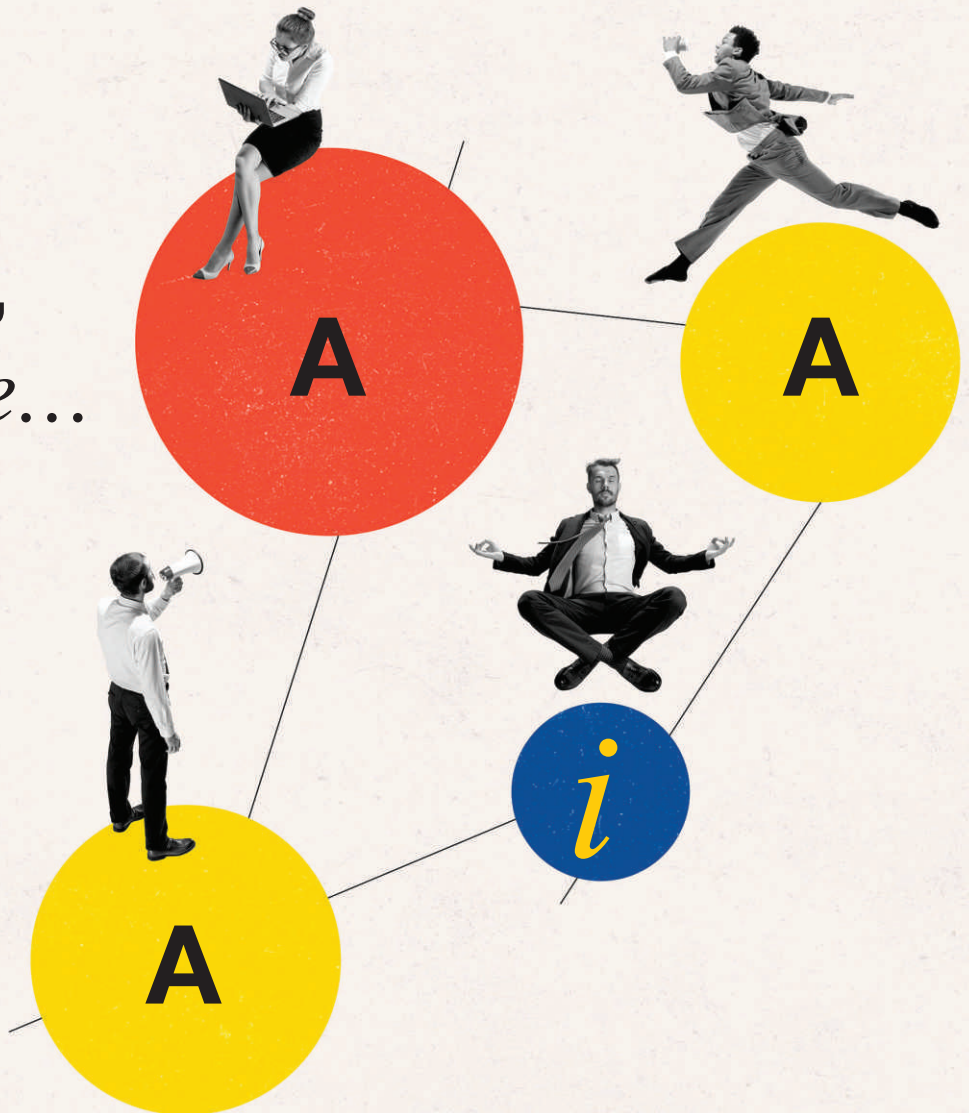


Acquire,  
Apply,  
Assimilate,  
& *innovate...*

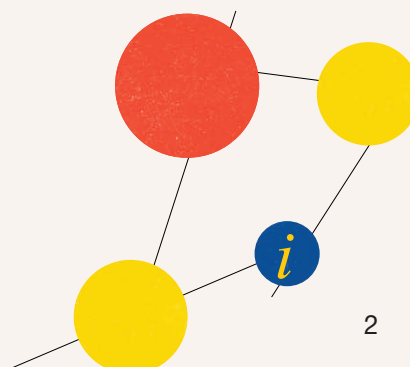


## PGDM 2026-2028

2 year full-time AICTE-approved Program (180 seats)

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## About S. P. Mandali

Founded in 1888, Shikshana Prasarak Mandali is one of the pioneering societies in education in Maharashtra. The institution since its inception, has been building an environment that encourages the spirit of free thinking, thus imparting quality education to more than 45,000 students.

All the institutions of S. P. Mandali are known for their academic excellence and attract students from all parts of India. S. P. Mandali owns 43 educational institutions in the states of Maharashtra and Karnataka including pre-primary, primary, secondary and Higher secondary schools, Colleges for Arts, Science and Commerce, a school for hearing-impaired children, a therapeutic drug monitoring laboratory, an institute carrying out research in Ayurvedic and Herbal Medicine, and Management Institutes.



**Adv. Shri S K Jain**

Chairman Managing Council,  
S P Mandali and College Development  
Committee, WeSchool



**Shri. S R Chitale**

Vice-Chairman, Managing Council,  
S P Mandali

## About WeSchool

WeSchool is one of India's leading management education institutes with contributing socially responsible business leaders through Management Education. National Institutional Ranking Framework (NIRF) list of 2024 ranks WeSchool, Mumbai in amongst Top 84 B Schools.

The institute's vision is to nurture thought leaders and practitioners through innovative education. This is aligned to the thought leadership of Shikshana Prasarak Mandali Pune, that manages 43 eminent educational institutes in Maharashtra.

The institute's thought process stems from design-thinking approach, connecting academia with industry, for relevant management education.



Mumbai Campus



Bengaluru Campus



## From the Group Director's Desk

India has been a major seat of learning for thousands of years. The country was home to both Takshashila, the first university in the world, and Aryabhata, the inventor of the digit 0.

Lately, India has undergone a paradigm shift owing to its competitive position in the world economy. The Indian economy is on a robust growth trajectory and boasts of a stable growth rate, rising foreign exchange reserves and booming capital markets, among others.

Higher education in India has been a continuous facilitator of innovation, creativity and leadership to the global industry. Some of the world's leading companies are being headed by Graduates of the Indian education system such as Satya Nadella, CEO, Microsoft, Sundar Pichai, CEO, Google Inc., Ajaypal Singh Banga, President World Bank Group, Rajeev Suri, Ex-CEO of Nokia, Indira Nooyi, Ex-CEO of Pepsi Co. to name a few.

We are fortunate to have key stakeholders, such as policymakers, diplomats, experts, industry professionals, members of the academia and our esteemed alumni in the industry, among others, championing the cause of education.

There has never been a better time for management students, to start their careers in India. With the right skills and knowledge, you can take advantage of the many opportunities available and help drive the country's continued economic growth.

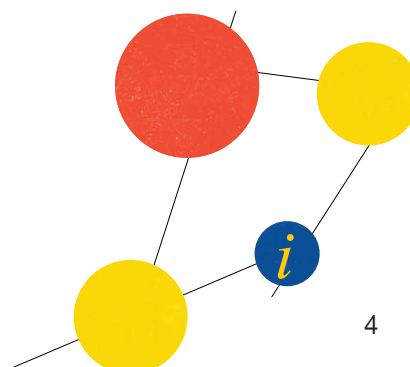
The vision of the National Education Policy (NEP) aims at building a global, high quality education system rooted in Indian ethos, thereby transforming India into a global knowledge superpower.

The Indian economy is growing at a robust pace and is poised to become one of the largest economies in the world. This growth has created a huge demand for skilled and knowledgeable management professionals who can enable drive the country's continued economic development.

As a leading B-school, we have a crucial role to play in shaping the future of education and in preparing our students to become corporate leaders. We are committed to stay ahead of these changes and to provide our students with the skills and knowledge, they need to succeed in a rapidly changing world.

Over the course of the program, your fellow students become trusted colleagues and, very often, lifelong friends. I invite you to embark on your path to academic and professional excellence at our campuses in Mumbai and Bengaluru, which will truly enhance your intellectual and personal growth. Keeping design and innovation at its core, WeSchool endeavors to provide newer avenues to students for achieving excellence in all spheres of life and nurture them to become Global Citizen Leaders.

**Prof. Dr. Uday Salunkhe**  
Group Director, WeSchool







## Vision

To nurture thought leaders and practitioners through inventive education.



## Mission

- Focus on inventive education by offering practical, innovative and technology driven programs.
- Provide managerial talent with risk managing ability, passion for learning and creative thinking and values in rapidly evolving economic and social environment.
- Contribute significantly to Indian corporate world by preparing Management graduates with global mindset.
- Build intellectual capital through faculty development, research, consultancy and publication.
- Develop alumni network of mutual benefit and keep alumni update through continuous learning and meeting.



## Core Values

- Passion
- Breakthrough thinking and breakthrough execution
- Result oriented process driven work ethics
- We link and care

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## ACCOLADES



WeSchool is ranked 75th nationally among the top B-Schools as per the National Institutional Ranking Framework (NIRF) 2025 conducted by the Ministry of Human Resource Development, Government of India.



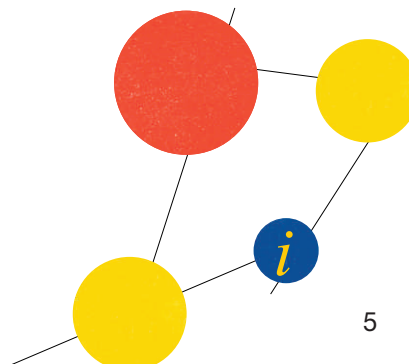
All PGDM programs at Mumbai and Bengaluru campuses are NBA accredited and have been granted MBA equivalence from AIU



All PGDM programs at WeSchool Mumbai and Bengaluru are accredited by SAQS (South Asian Quality Assurance System)



All of WeSchool's full-time and distance learning programs have been accredited for 10 years by the Accreditation Council for Business Schools and Programs (ACBSP), USA



## Program Overview

Today's businesses are not only growing exponentially, but also driven by pronounced shifts and changes, in the areas of Marketing, Finance, Operations or Human Resources. Additionally, newer business models, focus on customer, purpose of business existence, sustainability, Big Data analytics, digital platforms etc. only further increase the need for organisations to align themselves with these new to ensure their being relevant to their customers and society.

A good manager, equipped with appropriate and relevant skill sets, would play a key role between the organization and the marketplace to help businesses achieve their potential.

WeSchool's PGDM program offers a comprehensive approach to learning business management. It is a two-year full-time program with an industry-relevant curriculum. A student can specialize in Marketing, Operations, Finance or Human Resources. The curriculum covers Communication, Branding, Accounting, People management skills and operational skills, ensuring a complete understanding of various Business processes.

## Program Vision and Mission

### Vision

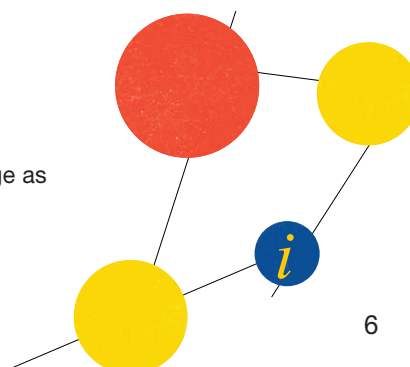
- Provide Industry and Society, Management Graduates having excellence in leadership, entrepreneurial talent and research, through a continuously innovative curriculum.

### Mission

- Contribute to Management knowledge through application oriented, technology embedded education & research.
- Develop responsible management graduates, with risk managing abilities, through ethics-based education.
- Promote the culture of global oriented, critical, innovative thinking, and Social entrepreneurship.
- Forge meaningful partnerships with Corporates, academia, regulatory bodies, and social sectors, based on consultancy and collaborative research.
- Promote a culture of academic excellence benchmarked against the best institutions, domestically and internationally, through continuous interaction with Alumni.

## Program Educational Objectives (PEO)

- Management graduates will be able to demonstrate professionalism in their performance of tasks, exhibit value-based and socially responsible behavior in their pursuits and career.
- Management graduates will espouse the culture and spirit of entrepreneurship in organizations they choose to serve as well as in society.
- Management graduates will be equipped with relevant knowledge in the business domain.
- Management graduates will champion social values and ethical behavior in pursuit of sustainable development.
- Management graduates will demonstrate critical thinking, creativity and innovation to emerge as business leaders and entrepreneurs.



## Program Outcomes (PO)

- Leadership- Students will proactively demonstrate the ability to take initiative. They will be able to generate agreement, fairly and objectively, by working through different, even conflicting, points of view. They will be result oriented and have the ability to take calculated risks.
- Innovation- Students will demonstrate the ability to visualize innovative solutions and gather user needs holistically.
- Critical & Analytical Thinking - Students will be able to analyze a situation to its root cause, using tangible and intangible information.
- Communication- Students will be able to make a good personal impact, and articulate good written and spoken skills.
- Global Perspective - Students will be aware of contemporary globally accepted practices, tools and techniques. They will demonstrate ability to view problems and solutions from a global perspective – organizational, locational and cultural.
- Role of Self in the organization & in the society- Students will demonstrate clarity on their personal goals, while being aware of the social context. They will be sensitive to ethical issues and believe in working out solutions based on sustainability principles.

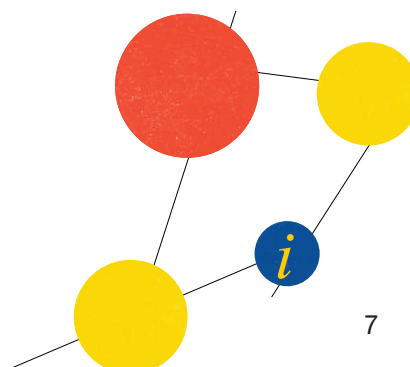
## Program Strengths

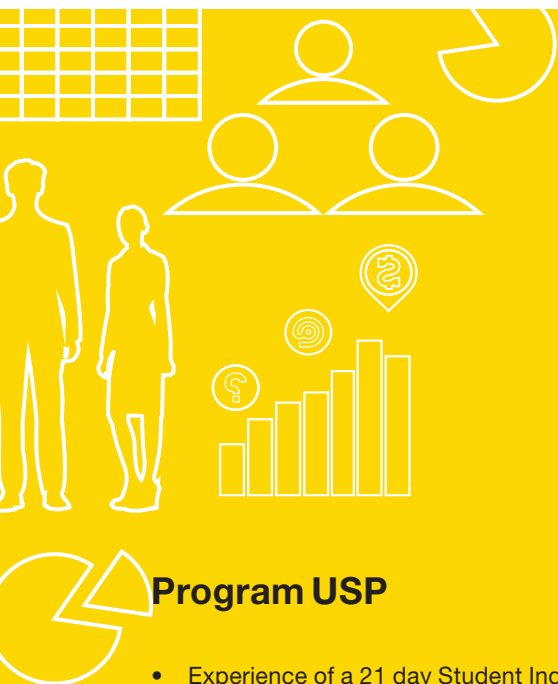
### Contemporary Curriculum

- Outcome based approach with AAA framework (Acquisition, Application & Assimilation).
- Robust syllabus to stay contemporary, through periodic revision & introducing new courses across specializations.
- Innovative pedagogy – embedding blended teaching-learning processes.
- Access to academic and strategic inputs from Academic & Advisory Boards.

### Student-Centric Pedagogy

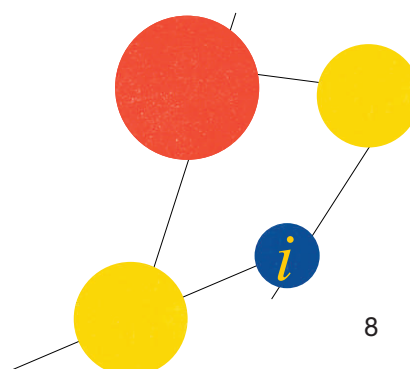
- SHL, an Internationally acclaimed brand - conducts virtual assessment sessions. This enables student-wise, Development Centre (DC) planning. DC actions are implemented/facilitated and steered by faculty mentors, on an ongoing & continuous basis, to enhance student grooming, and employability.
- Guest Sessions by International faculty, Industry experts and Alumni.
- Industry Specific Round-Table Conferences.
- Alumni mentoring and interaction.
- Mock GDPI and CV enhancement sessions
- Participation in Smart India Hackathons.
- Skill Development – hands-on training on Excel, Bloomberg Terminal and other Data Analytics software.
- Bloomberg Market Concepts Certification and Harvard Manage Mentor and KPMG sustainability certificate.





## Program USP

- Experience of a 21 day Student Induction Program (prior to the academic session commencement), wherein students are exposed to the best of the Industry speakers (global and local) and domain related classes.
- Industry immersion related sessions that provide a sound foundation of understanding of businesses, processes and models across industries and sectors, ably supported with grooming and personality development related sessions.
- Exposure to experiential learning sessions, to reinforce the Institution's Culture, Core Values, Vision & Mission and sensitize students to their intra personal world.
- Experience the Institute's flagship student development program - 'Global Citizen Leader' that helps them recognize and understand role of Self, elements related to Organization & Society, as well as enhance their leadership skills.
- Training in key functional areas, i.e. Strategic Management, Cross Functional Management (delivered through the Integrative Manager Course using Harvard Business School Case studies).
- Execute two projects – a) Summer Internship Project b) Summer Internship Research Project, in addition to functional specialization project as well. These experiences provide students with rigorous hands-on research experience.
- Ample opportunities to work on live industry/government/social related projects contributing to student upskilling.
- Select students are offered an opportunity to enhance their learning through our International University Student Exchange program.





# Program Structure (Academic Year: 2025-2026)

(Subject to change)

## Trimester - I

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- Perspective Management
- Business Statistics
- Economics for Managers
- Financial Reporting & Analysis
- Effective Business Communication
- Organizational Behavior I - Individuals in Organizations
- Essentials of World Class Operations
- Marketing Management Basics
- Yoga

## Trimester - II

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- Global Citizen Leaders - I
- Legal Aspects of Business
- Business Innovation and Application
- Business Research Methods & Marketing Research
- Indian Economy
- Cost and Management Accounting
- Foreign Language
- Organizational Behavior II – Managing Group Dynamics
- Essentials of Supply Chain Management
- Marketing Applications & Strategy
- Consumer Behavior
- Yoga Sessions (Trim II)

## Trimester - III

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- Global Citizen Leaders - II
- Business Analytics
- Business Environment and Strategy
- Basics of Banking, Financial Services and Insurance
- Business Taxation
- Fundamentals of Financial Management
- Selling and Negotiation Skills
- Digital Marketing Basics
- Human Resource Development and Human Capital Management
- Project Management
- Yoga Sessions
- Universal Human Values

## Trimester - IV (MARKETING)

---

### CORE

- Integrative Manager - I
- International Business
- Summer Internship Project & Summer Internship Research Project

### MAJOR

- Product and Brand Management
- Marketing Applications and Strategy
- Advanced Digital Marketing
- Sales Management

### ELECTIVES

- Integrated Marketing Communications
- Services Marketing and Management
- B2B Marketing
- Brand Management – I
- Fundamentals of Banking
- Advanced Business Analytics - I
- Consumer Behaviour in Hospitality & Tourism Management
- Experiential Marketing in Hospital & Tourism Management
- Services Operations in Hospital & Tourism Management

## Trimester - IV (FINANCE)

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### CORE

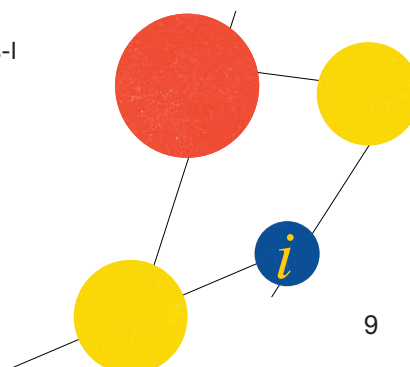
- Integrative Manager - I
- International Business
- Summer Internship Project & Summer Internship Research Project

### MAJOR

- Advanced Financial Management
- Mergers & Acquisitions
- Fundamentals of Banking

### ELECTIVES

- Financial Risk Management
- Wealth Management
- Capital Markets Fundamentals
- Analysis of Financial Statements
- Technology for Finance, Banking and Financial Services
- Brand Management-I
- Advanced Business Analytics-I
- IT- Vertical-I
- Behavioural Finance
- Basics of Fraud Detection & Risk Analytics



### Trimester - IV (HUMAN RESOURCES)

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#### CORE

- Integrative Manager - I
- International Business
- Summer Internship Project & Summer Internship Research Project

#### MAJOR

- Employee Relations, Industrial Relations & Labour Laws
- Total Rewards (Compensation & Benefits)
- Performance Management Systems and Competency Assessment, Management

#### ELECTIVES

- HR Lab
- Talent Management
- Talent Acquisition
- Learning, Training and Development
- HR Analytics
- Brand Management – I
- Advanced Business Analytics – I
- IT- Vertical – I

### Trimester - IV (OPERATIONS)

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#### CORE

- Integrative Manager - I
- International Business
- Summer Internship Project & Summer Internship Research Project

#### MAJOR

- Productivity Techniques
- Business Process Re-engineering & Improvements
- Operations in Services
- Business Consulting
- Logistics and SCM: Value Creation, Adaptability and Sustainability (LSCM)

#### ELECTIVES

- Production Planning & Control Systems
- Quantitative Techniques for Operations
- Holistic Approach to Business
- New Age Decision Making (NADM)
- ERP Packages for Operations
- Operations Strategy
- Advanced Business Analytics – I
- Services Marketing & Management
- B2B Marketing
- Brand Management- I
- IT- Vertical – I

### Trimester - V (MARKETING)

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#### CORE

- Integrative Manager – II
- Sustainability in Business

#### MAJOR

- Distribution & Supply Chain Management
- Marketing Finance
- Direct Marketing
- Customer Engagement & Experience Management
- Marketing Research

#### ELECTIVES

- International Marketing
- Retail Management
- Brand Management – II
- Sustainable Marketing
- Advanced Business Analytics – II
- Marketing Decision Models
- Revenue Management - Hospitality & Tourism Management
- Strategic Management in Hospital & Tourism Management
- Technology in Marketing - Hospital & Tourism Management

### Trimester - V (FINANCE)

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#### CORE

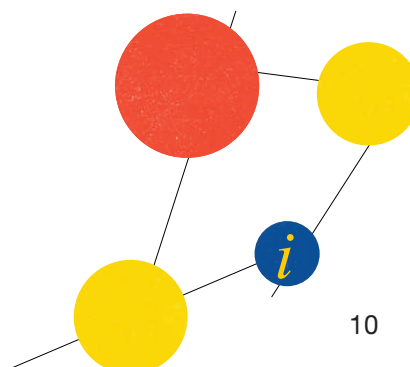
- Integrative Manager – II
- Sustainability in Business

#### MAJOR

- Corporate Laws
- Strategic Cost Management
- Corporate Tax Planning & Fiscal Policy
- Security Analysis and Portfolio Management
- International Finance

#### ELECTIVES

- Capital Markets – II
- Fixed Income Securities
- Financial Modeling and Econometrics for Finance
- Advanced Banking
- Brand Management – II
- Advanced Business Analytics – II
- IT Vertical- II
- Alternative Investments



### Trimester - V (HUMAN RESOURCES)

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#### CORE

- Integrative Manager – II
- Sustainability in Business

#### MAJOR

- Organizational Development & Change Management
- Global & Strategic Human Resource Management
- Managerial Counselling & Process Facilitation

#### ELECTIVES

- Global & National Workforce Planning & HR Audit
- Employer Branding
- HR Issues in Mergers & Acquisitions
- Advanced HR Analytics
- Diversity, Equity & Inclusion
- Brand Management - II
- Advanced Business Analytics – II
- IT Vertical-II

### Trimester - V (OPERATIONS)

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#### CORE

- Integrative Manager – II
- Sustainability in Business

#### MAJOR

- Excellence in Manufacturing & Sustainability
- Supply Chain Risk & Performance Management
- Design & New Product Development
- Complex Problem Solving and Six Sigma

#### ELECTIVES

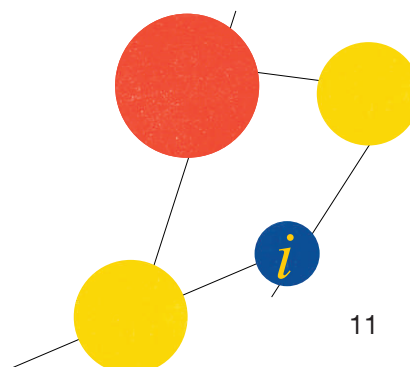
- Quality & Reliability Management
- Operations Analytics & Internet of Things
- Brand Management – II
- Advanced Business Analytics – II
- IT Vertical-II

### Trimester - VI

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#### CORE

- Functional Specialization Project
- Cross Functional Management – Capstone Course
- Ethics & Corporate Governance



## Student Achievements

2021-2023



PGDM 2021–23 students - Lipilipsa Harichandan, Abhishek Bhujabal, Ladi Amarnath Patro, and Kiran Kannan — won the KPMG Ideation Challenge 2022.



PGDM 2021–23 students - Abhijeet Sonar, Meet Mehta, Kiran Kannan, and Sanket Aradhye emerged as winners of the Amazon Customer Excellence Challenge (ACE) and received Pre-Placement Interviews (PPIs) with Amazon.



PGDM 2021–23 students - Sourav Kumar Nanda emerged as the winner of the VIP G.E.A.R Competition and secured a Pre-Offer with VIP.

2022-2024



PGDM 2022–24 students - Nishita Thakkar and Bhargavi Sabbavarapu emerged as winners at the national-level Business HR Quiz organized by NIPM



PGDM 2022–24 students - Mahima Pandit, Saloni Munj, and Suranjita Pathak secured the runners-up position at the Regnant Populi HR Case Study Competition held at IIT Kanpur.



## 2023-2025



PGDM 2023–25 - students Madhur Tike and Suyash Patankar emerged as winners of the Western Region NTPC Electron Quiz 2023 and secured the runners-up position at ANVESH, organized by the CII Naoroji Godrej Centre of Manufacturing Excellence, Mumbai.



PGDM 2023–25 students - Raj Chotrani and Madhur Tike emerged as winners of the SEBI National Financial Literacy Quiz 2024.

PGDM 2023–25 students - Kedar Pawar and Sahil Valekar emerged as winners of the EY CAFTA Case Championship.

## 2024-2026



1st Position at La Conquista '25 HRhythm Case Competition by SDA Bocconi Asia Centre, Mumbai  
Sanchali Bhogaonkar & Malita Coutinho - PGDM 2024-26 Batch-I



1st Position at SPRIHA'25- Inter B-School Summer Internship Project Competition, KJ Somaiya, Mumbai  
Malita Coutinho - PGDM 2024-26 Batch-I



Runners' Up in EY Young Leaders Business Case Competition  
Sanchali Bhogaonkar - PGDM HR 2024-26  
Malita Coutinho - PGDM HR 2024-26



3rd Position at Datascope-IIM Rohtak  
Ayush Shukla - PGDM Marketing 2024-26

2025-2027



1st Prize – FinTelect:  
National Level Finance  
Quiz – IIM Rohtak  
Dhruv Agarwal  
PGDM 3 – 2025-27



Winners ArthManthan:  
The Financial Intelligence Battle  
At ICAR NAARM campus in Hyderabad  
Kautuki Bhagat PGDM 2– 2025-27



1st Runner Up in Dakshata:  
Operation Show Down Organized by  
DOMS IIT Madras  
Sagar Khandikar (PGDM 1) & Shrinivas Mhetre  
(PGDM 1) – 2025-27



Winner of ReWeave 2025-  
The Green Thread:  
Rethinking Threads of  
Sustainability by IIM  
Lucknow-Noida Campus  
Esther Varghese (PGDM1),  
Diann Patel (PGDM1),  
Reene Simon (PGDM1),  
Amita Dwivedi (PGDM1) –  
2025-27



1st Runner up of Atharv  
Ranbhoomi – Vendition  
Vendetta by IIM Indore.  
Gaurav Mirajkar (PGDM-1) –  
2025-27

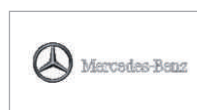


Winners – Imperium Case  
Study Competition at  
IIM Indore  
Pranav Mahadik (PGDM1),  
Vaibhavi Kadam (PGDM1),  
Aditya Singh (PGDM1) –  
2025-27



3rd Position in Chanakyaaneeti  
(The Consulting Event)  
At IIT Madras  
Kartik Tichkule (PGDM 1),  
Anuli Rokade (PGDM 1),  
Shreeram Dongare  
(PGDM 1) – 2025-27

## Recruiters (Indicative)





## Placement Facts (2023-2025)

Maximum Salary

**₹40.00**

LACS PA

Average Salary

**₹11.70**

LACS PA

Median Salary

**₹11.78**

LACS PA

## Placement Facts (2022-2024)

Maximum Salary

**₹22.00**

LACS PA

Average Salary

**₹12.26**

LACS PA

Median Salary

**₹11.48**

LACS PA

## Alumni Testimonials



“ I'm writing to say a big thank you for all help and support received over the past two years. I'm excited to share that I've been placed at RBL Bank as MT HRBP through campus placements, and I truly believe that guidance from WeSchool played a big part in this achievement. Coming from a technical background, HR was all new to me when I joined Welingkar, but Organisational behaviour quickly became my favourite subject. Thank you for everything.

**Saloni Munj**

Batch 2022-2024 ”



“ Great brands don't just sell — they spark emotion and stay with you. That's exactly what the PGDM Marketing program at WeSchool did for me. It didn't just teach marketing; it immersed me in it. What truly set the journey apart were faculty mentors who brought real-world insights and pushed us to think beyond the brief. Initiatives like Marketing Round Table made learning both strategic and real. As an Assistant Manager Brand & Category at Nykaa, I draw from that foundation daily in crafting pitches, or decoding consumer behaviour.

**Manasi Jatani**

Batch 2023-2025 ”



“ Serving as General Secretary for my batch was an honor, and it allowed me to be part of so many memorable events. I particularly cherished how our finance faculty consistently encouraged us to participate in various competitions. A highlight was definitely the EY CAFTA competition. Our team secured 2nd place nationally, which even led to an amazing internship opportunity! The guest lectures from industry professionals were also incredibly insightful, providing a crucial bridge between our academic learning and the real world.

**Sahil Valekar**

Batch 2023-2025 ”

## Eligibility

Candidates with a minimum 50% in Bachelors degree exam from a recognized university. The degree has to be completed by June 2026.

Candidate should have taken the CAT (2025), XAT (2026), GMAT (2023 onwards), ATMA (2026), CMAT (2026). (IIMs and other entrance exams conducting bodies have no role to play in We School's admission process)

## Selection Process

WeSchool's unique profile based selection process assigns significant value to academic performance, work experience, Group Activity, Personal Interview along with the written test scores.

## Tuition Fee

Tuition Fee Rs. 7,00,000/- p.a. (*subject to change*)



**Prin. L. N. Welingkar Institute of Management Development & Research (PGDM) | Mumbai**

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